

**ABSTRACT**

A display module for an illuminated display device is provided having an at least substantially translucent panel and a plurality of retention members for removably retaining a plurality of spaced apart divider members and display members to the panel. The retention members are secured to the panel in fixed relation to the panel and are arrayed in first and second opposed vertically spaced apart columns. Preferably, each divider member includes retaining structures, and preferably longitudinally extending channels, for retaining portions of at least partially translucent display members bearing food, pricing, or other advertising information in a predetermined position between opposed sets of retaining structures. An illuminated display device is also provided which includes a housing having an opening, at least one lighting source inside the housing for projecting light through the opening, and a display module. A method of assembling a display module in accordance with the invention is further provided.